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TRADE and COMMERCE

At Your Service

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TRADE and COMMERCE

At Your Service

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DEPARTMENT OF TRADE AND COMMERCE, OTTAWA CANADA

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GROWING

Established over seventy years ago "to serve Canadians by working with them to promote the commerce upon which our prosperity depends", the Department of Trade and Commerce continues to carry out its original directive, although the services it provides the Canadian businessman have multiplied and expanded with the years.

When The Honourable Sir Mackenzie Bowell became Canada's first Minister of Trade and Commerce on December 3, 1892, Canada had four and three-quarter million people and a total foreign trade of \$250,000,000. Today, with a population of 18,600,000, Canada does over \$12,610,000,000 worth of business with other countries each year.

In the interval, the industrial and trade development of the nation has been mirrored in the Department. Starting with a staff of four at home, Trade and Commerce took over from the Department of Finance the supervision of Commercial Agents abroad. Today, more than 4,250 serve in its offices in Canada and other countries.

The seven Commercial Agents of 1892 were the predecessors of the 165 Trade Commissioners of 1963. From 64 offices in 47 countries, they search even more vigorously for export opportunities — though no longer for the "buggy covers and buggies" for which they found eager customers in Trinidad and Tobago 70 years ago!

The Department has never ceased to develop and improve its services to Canadian businessmen. In 1893, Sir Mackenzie Bowell embarked on a one-man trade mission to Australia — the prototype of many succeeding missions. In recent years, Canadian trade missions have toured the United States, Europe, Latin America, Australia, New Zealand and the Middle East.

In 1898, the Department began issuing monthly reports

WITH CANADA

on trade statistics, the germ of the comprehensive statistical service now available from the Dominion Bureau of Statistics.

To establish a regular means of communication between the Trade Commissioners abroad and the businessmen at home, *The Weekly Report* was launched in 1904 — the forerunner of the Department's fortnightly magazine *Foreign Trade*.

In 1910 the Department announced that information on the tariffs of all countries was available — the beginning of today's busy International Trade Relations Branch.

To provide the Trade Commissioners abroad with current information on the products Canada had for export, and to serve as a link with Canadian industry, the Department began to appoint Commodity Officers in 1933 — the origin of the important Commodities Branch and the Agriculture and Fisheries Branch.

During the past few years, the Department has placed new and increased emphasis on the development of domestic commerce. The Department is active in the fields of small business, industrial promotion, industrial design, industrial and consumer standards, productivity and industrial analyses. It is also responsible for administering special capital allowances for new products.

The primary purpose of the Department has remained the same throughout its history. It exists to promote the export trade and to develop the domestic commerce of Canada. Working closely with the business community, and ever flexible to the needs and techniques of the day, the Department tackles its assignment with the same vigour and determination that has made Canada the great trading nation it is today.

ORGANIZATION OF THE DEPARTMENT

The Department of Trade and Commerce is organized into four Services — Commodities and Industries, Domestic Commerce, External Trade Promotion and Trade Policy — each having branches dealing with the various aspects of the facilities it provides Canadian industry. Some of the branches, such as the Administration Branch and the Economics Branch, are internal service units. The primary functions of the branches that are of particular interest to the Canadian businessman are described in alphabetical order below. All branches of the Department have their offices in the Trade and Commerce Building on Wellington Street at Lyon, in Ottawa, except as otherwise indicated.

CANADIAN GOVERNMENT EXHIBITION COMMISSION

The Exhibition Commission organizes, erects and administers the exhibits which the Department sponsors at international trade fairs. This responsibility includes the design and fabrication of displays to provide the best possible presentation of the products of participating Canadian companies. It also produces exhibits for other departments, and advises Canadian firms exhibiting abroad on their own. The Commission has offices, plant and warehouses at 2487 Kaladar Avenue, Ottawa, and a branch in London, England.

CANADIAN GOVERNMENT TRAVEL BUREAU

This Bureau promotes travel to Canada by advertising and publicity campaigns in the United States and Britain, through ground-floor travel counselling offices in New York, Chicago, San Francisco and London, and by sending a wide variety of travel literature and information in answer to travel enquiries. More than a million such enquiries each year flow into the Bureau's Ottawa headquarters, and into its offices and Canadian Trade and diplomatic offices abroad. The Bureau also helps co-ordinate the efforts of the provincial travel bureaux, the carriers and other agencies attracting visitors to Canada.

COMMODITIES BRANCHES

The Agriculture and Fisheries Branch and the Commodities Branch are Industry's first point of contact and continuing liaison with the Department. Commodity specialists, who are organized into Divisions, maintain close contact with firms in their respective fields to be aware of production and supply conditions in Canada and to promote exports of products and services. Through close liaison with Trade Commissioners abroad, these officers can provide information on trade opportunities and advise on export potential of products in foreign markets. The Commodity Officers and the Trade Commissioners analyse data, undertake market surveys, co-ordinate and attend trade fairs, organize and accompany trade missions, serve as delegates to international conferences, introduce new companies to export trade, and provide encouragement, counsel and guidance on export matters.

INDUSTRIAL PROMOTION BRANCH

This Branch is responsible for the industrial promotion activities of the Department. It assists foreign companies which are interested in establishing new plants, and Canadian companies seeking new production or marketing opportunities, looking for manufacturing arrangements, taking on more diversified lines or in expansion of existing lines. In addition to supplying these companies with information on domestic markets and commerce, the branch provides other specialized information pertaining to detailed import statistics, government regulations, new product and inter-company manufacturing proposals. Other activities pursued by the Branch include detailed industry and product studies to bring to light new areas for industrial development. It sends industrial missions abroad to investigate and report on efficient business and industrial methods in other countries.

INTERNATIONAL TRADE RELATIONS BRANCH

This Branch is the trade policy arm of the Department and is primarily concerned with the development and

conduct of Canada's trade relations with other countries, including the negotiation of trade and tariff agreements. The five Area Divisions of the Branch — Asia and Middle East, Commonwealth, European, Latin America and United States — maintain and supply information on the tariffs, import controls and other regulations of foreign countries affecting Canadian exports. The Area Divisions are in a position to supply general information regarding economics and trading conditions and prospects in the various countries. In addition, the Area Divisions are the central point of contact between the Department and the Trade Commissioners in the field.

NATIONAL DESIGN BRANCH

As the administrative arm of the National Design Council, this branch is engaged in various projects to foster the wider application in industry of good industrial design techniques. The Branch provides help to manufacturers in solving product and package design problems. A national register of qualified designers is maintained for this purpose and technical design information is supplied on request. The Branch also sponsors design seminars at which groups of businessmen discuss means of improving design in industry with qualified industrial designers. For reference by domestic and foreign buyers and the general public, an index of well-designed Canadian products is kept and this is being continually extended as new products are added. A Design Centre as a permanent place of exhibition of products chosen for the index is in process of being established in Toronto. Through exhibitions and displays and the distribution of visual aids the Branch seeks to encourage wider public interest in good design. Scholarships are awarded annually for study and research in industrial design.

SMALL BUSINESS BRANCH

The Small Business Branch provides liaison between small businesses and government, studies the problems of small business and advises the government on desirable measures

to meet them, provides information and assistance to small businesses on a wide variety of matters. The Branch assists small businesses by serving as a contact point through which individual firms or associations can obtain information on government services and activities, obtain information for small businesses on a wide range of subjects. It jointly sponsors management training courses with provincial authorities and reviews conditions affecting small businesses and recommends constructive steps to improve them.

STANDARDS BRANCH

This Branch calibrates and inspects commercial measuring devices in the field of general trade and in the distribution of gas and electricity such as scales and meters. It also regulates and inspects the labelling and marking of fur, hosiery, textiles, turpentine, watch jewels and precious metals. The offices and laboratories of the Standards Branch are located in the Standards Building, Holland Avenue, Tunney's Pasture, Ottawa.

TRADE COMMISSIONER SERVICE

The foreign arm of the Department, the Service is responsible for furthering Canada's trade interests in markets abroad. The main functions of the Trade Commissioner are to secure market and credit information, conduct market surveys in the field, recommend suitable agents, continuously supply information on export opportunities, and provide up-to-date information on tariffs, import and exchange controls. He maintains close liaison with government officials and businessmen in his territory and provides personal attention to the export trade of individual Canadian firms.

TRADE FAIRS AND MISSIONS BRANCH

This Branch develops the annual program of trade fairs in which the Department sponsors exhibits of Canadian products in many markets of the world, and co-ordinates the detailed planning of each exhibit as directed by the Departmental Committee on Trade Fairs Abroad. It or-

ganizes the Department's trade mission program as directed by the Departmental Committee on Trade Missions, and co-ordinates the detailed arrangements for visits of industry groups to foreign markets. It co-ordinates the preparation and distribution of Mission Reports to industry at home. The Branch is the source for information related to the Department's programs in trade missions and trade fairs abroad.

TRADE PUBLICITY BRANCH

The publishing organization of the Department, this Branch produces booklets and periodicals for distribution in Canada and abroad, and trade promotion literature for use by Trade Commissioners in the field, at trade fairs and in connection with Canadian trade missions. It is responsible for trade promotion publicity and advertising in all media, and for disseminating information about Canada's trade and the work of the Department.

TRADE SERVICES BRANCH

The Trade Services Branch is concerned with the role of transportation in relation to trade, the administration of export and import controls and the compilation of comprehensive trade directories for the Department's use. The Director is responsible for the administration of the Department's four regional offices in Canada.

The Dominion Bureau of Statistics and the Export Credits Insurance Corporation, which report to Parliament through the Minister of Trade and Commerce, further the interests of Canadian businessmen through their specialized services.

DOMINION BUREAU OF STATISTICS

The central agency for the collection, compilation and publication of statistical information in Canada, the Dominion Bureau of Statistics conducts a national decennial census of population, housing, agriculture and merchandising, and publishes weekly, monthly, quarterly, annual and occasional reports containing current data on almost every aspect of the national scene. The Dominion Bureau of Statistics is situated on Holland Avenue in Tunney's Pasture, Ottawa.

EXPORT CREDITS INSURANCE CORPORATION

The services of this Crown Corporation are closely linked with those of the Department in facilitating and developing trade between Canada and other countries. The Corporation insures Canadian firms against risks of non-payment involved in the export sale of goods and services, and provides export financing assistance. The offices of the Export Credits Insurance Corporation are located in the Halifax Building, 309 Sparks Street, Ottawa.

SERVICES OF THE DEPARTMENT

The services most likely to be of interest and directly available to Canadian businessmen are listed alphabetically and described briefly in the following pages.

AGENCY CONNECTIONS

The Department provides assistance to any Canadian firm seeking a representative in any foreign country. A firm wishing to establish an agency connection abroad should supply the relevant Commodity Branch with full information on each product or service involved. Trade Commissioners in likely markets will approach several suitable firms, introduce the Canadian product or service to them, and encourage their interest in representing the Canadian firm.

The names of prospective agents together with credit and other information, and in many cases the personal suggestion of the Trade Commissioner as to the suitability of these agents based on his investigations, will be provided to the Canadian firm which is then in a better position to select the most suitable representative for its product or service.

BRANCH OFFICES OF THE DEPARTMENT

For the convenience of Canadian businessmen, the Department maintains regional offices in St. John's, Halifax, Winnipeg and Vancouver. For addresses see listing at back of book or consult your local telephone directory under "Government of Canada".

The Standards Branch has offices at St. John's, Halifax, Charlottetown, Saint John, Quebec City, Three Rivers, Montreal, Sherbrooke, Sudbury, Ottawa, Belleville, Toronto, Hamilton, London, Fort William, Winnipeg, Calgary, Edmonton, Regina, Saskatoon, Penticton, Vancouver and Victoria.

The Dominion Bureau of Statistics operates regional offices at St. John's, Halifax, Montreal, Ottawa, Toronto, Winnipeg, Edmonton and Vancouver.

The Export Credits Insurance Corporation has branch offices in Montreal and Toronto.

BUYING CONNECTIONS

Businessmen may obtain assistance from the Department in contacting foreign buyers. Trade Commissioners continually report to the Department enquiries received from buyers in their area and, upon request, will seek sales outlets on behalf of any Canadian firm.

CAPITAL COST ALLOWANCES

Special capital cost allowance may be made for assets acquired after December 31, 1960, to manufacture products not previously made in Canada. Businessmen are invited to contact the Industrial Promotion Branch for information on assets that may be eligible under this programme. If the products do not qualify as new to Canada, manufacturers may still be eligible for special depreciation allowance if the plant is located in a Surplus Manpower Locality or Area where the products are not normally produced.

CLAIMS ASSISTANCE

As happens from time to time in any business, a dispute may develop over some phase of the transaction between the foreign buyer and the Canadian seller. Differences of this type may be settled fairly easily in Canada through established channels, but in the case of shipments to foreign markets a solution may not be as simple. The Trade Commissioner in the field is always willing to investigate such disputes and offer recommendations for settlement.

COMPANY INFORMATION

A Canadian exporter naturally wishes to know something of the credit-worthiness and business reputation of a prospective buyer in a foreign country. The Department can help him get this information by asking the Trade Commissioner for a confidential report on any foreign firm. With this information, the exporter is in a better position to judge the terms of sale and the extent to which credit can be given.

Conversely, in order that reliable Canadian exporters may be known to the Trade Commissioner abroad, the

Department maintains a confidential Exporters Directory containing information on Canadian firms and their products.

All exporters are urged to apply for listing in order that the Trade Commissioners may have the information available to recommend the firm to a buyer with a minimum of delay.

DESIGN INDEX

An index of well-designed Canadian products is maintained by the Design Branch, and sets of the index will be placed in convenient centres in Canada and abroad. The index includes complete information on the product, together with photographs of the item. Product information and photographs are supplied to publications in Canada and abroad.

DESIGN SCHOLARSHIPS

The National Design Council recommends scholarships for the study of industrial design in Canada and abroad. Research grants are made and assistance afforded to industrial designers for post-graduate work and to industrial design teachers. Information may be obtained from the National Design Branch.

ESTABLISHING A NEW BUSINESS

Assistance in establishing a new business in Canada can be obtained from the Department through the Industrial Promotion Branch, the Small Business Branch, and the Dominion Bureau of Statistics.

The Industrial Promotion Branch, through its contacts with federal agencies, provincial, regional and municipal bodies, and private development agencies, can advise on suitable locations, having regard to availability of raw materials, power, and other production and marketing factors. The publications of the Branch provide answers to many of the questions raised by businessmen establishing a new enterprise.

The Branch can also provide information regarding the faster write-off of capital assets, acquired after 1960, for the manufacture of goods not previously produced in Canada or in certain areas of Canada.

The Small Business Branch can provide information on management practices such as inventory control, accounting, budgeting, and sales analysis. It maintains a reference library pertaining to the operations and management practices of various types of small businesses.

DBS statistics are an essential source of assistance to businessmen in seeking new plant locations or in determining whether a domestically-produced article could economically replace an imported product through the establishment in Canada of a manufacturing operation.

EXPORT AND IMPORT CONTROLS

The Export and Import Permits Act and affiliated strategic control measures in effect in Canada are administered by the Department. Copies of regulations may be secured from the Trade Controls Division, Trade Services Branch, which will also answer enquiries and provide additional information in connection with specific shipments.

EXPORT CREDITS INSURANCE

The Export Credits Insurance Corporation provides export credits insurance at a nominal premium to persons carrying on business in Canada against risks of non-payment by foreign clients arising out of the export, manufacture, treatment or distribution of goods, or the rendering of engineering, construction, technical or similar services. The main risks covered include insolvency or protracted default on the part of the buyer, foreign exchange restrictions in the buyer's country preventing the transfer of funds to Canada, cancellation of an import licence or the imposition of restrictions on the importation of goods not previously subject to restriction, the occurrence of war between the buyer's country and Canada, or of war, revolution, etc., in the buyer's country.

The insurance is available under three main classifications: general commodities, capital goods, and services. Coverage for general commodities may be procured by exporters under two types of policies: a Contracts Policy which insures an exporter against loss from the time he books an order until payment is received: or a Shipments

Policy which covers the exporter from the time of shipment until payment is received. These policies may be described as whole-turnover or global policies and cover all an exporter's business to all countries except the U.S.A. for a twelve-month period.

Insurance of capital goods offers protection to exporters selling plant equipment, heavy machinery, etc., where credit terms may involve payment spread over three, four or five years. A specific policy is issued for each individual transaction involving capital goods, but the general terms and conditions are the same as those applicable to policies for general commodities.

Specific policies are also issued to cover engineering, construction, technical or similar service contracts entered into between Canadian firms and foreign clients.

The Corporation insures exporters on a co-insurance basis up to a maximum of 85% of the amount owing by the buyer. Any recoveries obtained after payment of a claim are shared in the same proportions and thus final net loss, if any, is borne 85% by the Corporation and 15% by the exporter.

EXPORT DOCUMENTATION

Documentation for an export shipment has to be prepared carefully. Foreign countries levy penalties on shipments which are not documented in accordance with their regulations. In addition the supplier may have difficulty in receiving payment under his letter of credit if the documentation is not in accordance with instructions, i.e., is incomplete or contains errors.

The Department maintains current information on the documentation requirements of foreign countries and is thus able to advise the exporter on the requirements of any given country. The International Trade Relations Branch has free bulletins on the documentation required by each country.

EXPORT FINANCING ASSISTANCE

In addition to its regular export credits insurance operations, the Export Credits Insurance Corporation has

responsibility for the administration of direct financing facilities made available by the Government under Section 21A of the Export Credits Insurance Act. Financing for exports of capital goods where terms of payment extend beyond five years may be provided. The Corporation, when authorized by the Governor in Council for each transaction, buys the promissory notes or other negotiable instruments of the foreign purchaser.

This direct financing eliminates the export credits insurance policy and thus the exporter is concerned only with interest charge costs.

Exporters considering business abroad requiring long term financing should make an early approach to the Export Finance Division of the Export Credits Insurance Corporation for an opinion on the eligibility of the case for financing of more than five years. The Corporation is prepared to give all exporters full information, co-operation and guidance on matters concerned with direct Government financing.

EXPORT TECHNIQUES

Sales to foreign countries require sales and distribution techniques which differ from those employed in the domestic market. Channels of distribution, pricing, shipping, documentation, packaging, payment terms, advertising, and insurance against credit risks in export sales, are some of the factors which must be considered by firms engaging in export trade.

A booklet, *The Techniques of Export Trade*, containing a series of Departmental specialists in the various techniques are always available for consultation on specific export problems, and businessmen can obtain guidance through the appropriate Commodity Officers.

CANADIAN GOVERNMENT PROCUREMENT

Information on the types of commodities and services purchased by Federal Government departments, the address of the local purchasing offices of these departments, and advice on how to arrange to be placed on departmental

source lists may be obtained from the Small Business Branch. A procurement manual entitled *Selling To The Canadian Government* is available from the Department upon request.

IMPORT AND EXPORT CONTROLS ABROAD

While many countries still maintain some measure of import control, which hampers the free movement of goods in international trade, these controls are gradually being eased and many markets which a few years ago were closed to an exporter are now accessible. The Department maintains an up-to-date record of all foreign import controls and is in a position to advise businessmen on how these controls might affect his particular commodity in any given market. Businessmen would be well advised to consult the International Trade Relations Branch to obtain information on any changes that have taken place. The more important of these changes are reported in the Department's fortnightly magazine, *Foreign Trade*.

LABELLING AND MARKING REGULATIONS ABROAD

Labelling regulations enforced in foreign countries differ in many ways from Canadian requirements, and exporters must therefore design their labels and marks to meet those requirements. The Department maintains current information on these requirements which is available from the International Trade Relations Branch.

LABELLING AND MARKING REGULATIONS IN CANADA

Canadian law provides for the development of regulations to ensure true labelling of particular products, and for the development of specifications for use of a national mark.

Regulations or specifications will be developed by the Standards Branch at the request of manufacturers, retailers or consumers provided an effective solution is possible. Regulations for true labelling indicate how labelling shall be done if claims for content or quality are made, and those for a national mark include appropriate specifications and how the mark is to be used.

MANUFACTURING OPPORTUNITIES

Canadian manufacturers seeking to diversify their production or to utilize existing plant capacity in new ways, can obtain a variety of leads from the *New Methods and Products for Licensing in Canada* bulletins prepared by the Industrial Promotion Branch. The bulletins contain carefully screened proposals for manufacture under license, sub-contract or joint venture, submitted by Canadian and foreign firms. Descriptive literature regarding the process or product will be provided, on loan, to each enquirer.

Foreign manufacturers are also interested in licensing agreements to manufacture Canadian-designed products. Details of enquiries received from foreign manufacturers seeking such arrangements are published in *Investment Opportunities Abroad*, a periodic bulletin prepared by the Industrial Promotion Branch. Licensing arrangements of this nature have been found advantageous by Canadian firms in specific markets which were otherwise closed to their products.

In addition, import statistics published by the Dominion Bureau of Statistics and special import studies of certain items in the Canadian import statistics prepared by the Industrial Promotion Branch can assist manufacturers in selecting products for manufacture in their plants.

MARKET INFORMATION, DOMESTIC

The Department's Commodity Officers and the Industrial Promotion and Small Business Branches provide certain current domestic market information in their respective fields; the main source of basic market information is the Dominion Bureau of Statistics. DBS publishes approximately 1,700 issues of weekly, monthly, quarterly, annual and occasional reports each year, in addition to comprehensive and detailed decennial census publications. These contain a vast wealth of information on the economic, educational and social scene. Canadian businessmen can use this material in many ways, such as determining sales potentials, locating possible consumers, allocating advertising budgets on a geographic-economic basis, setting quotas for their

**BOARDS, CROWN COMPANIES,
AND AGENCIES**

ATOMIC ENERGY OF CANADA LIMITED
ELDERADO AVIATION LIMITED
ELDERADO MINING AND REFINING LIMITED
EXPORT CREDITS INSURANCE CORPORATION
NATIONAL DESIGN COUNCIL
NATIONAL ENERGY COUNCIL
NATIONAL PRODUCTIVITY COUNCIL
NATIONAL RESEARCH COUNCIL
NORTHERN ONTARIO PIPE LINE CROWN CORPORATION
NORTHERN TRANSPORTATION COMPANY LIMITED

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DEPUT

**ASSISTANT DEPUTY
MINISTER**
(TRADE POLICY)

**ASSISTANT DEPUTY
MINISTER**
(EXTERNAL TRADE PROMOTION)

**INTERNATIONAL
TRADE RELATIONS
BRANCH**

**ECONOMICS
BRANCH**

ADMINI

**CANADIAN
GOVERNMENT
TRAVEL BUREAU**

**CANADIAN
GOVERNMENT
EXHIBITION
COMMISSION**

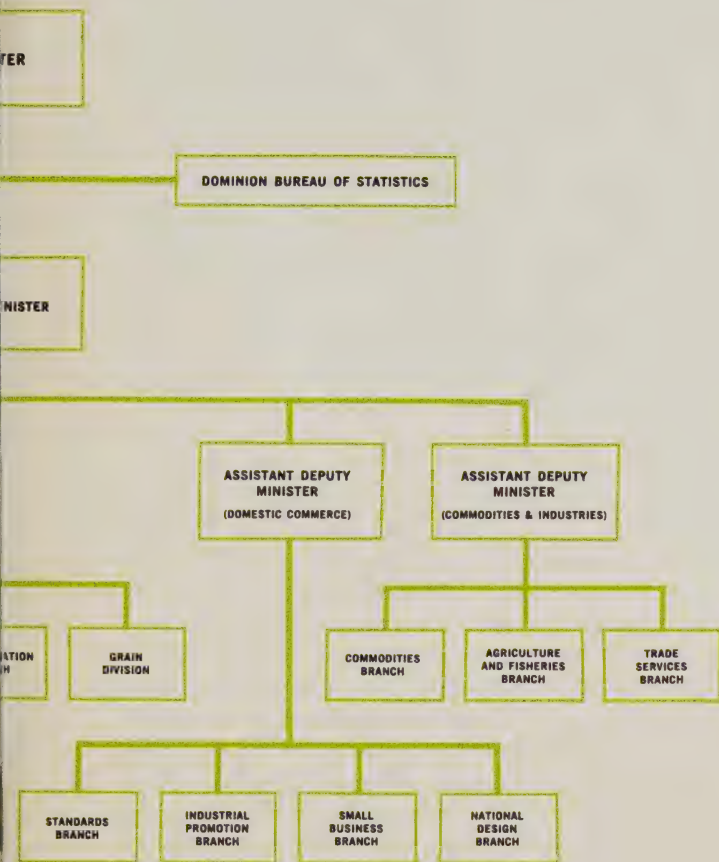
**TRADE
COMMISSIONER
SERVICE**

**TRADE
PUBLICITY
BRANCH**

**TRADE FAIRS
AND
MISSIONS
BRANCH**

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salesmen, selecting new plant locations, and comparing plant productivity, wages and costs with industry averages. A list of DBS publications is available on request from the Bureau.

MARKET INFORMATION, FOREIGN

One of the most valuable services the Department provides Canadian exporters is the collection, on a continuous basis, of information from all available sources on current business conditions and opportunities in foreign markets. Among the detailed data available on request are particulars of any trade developments affecting the sale of Canadian goods in any foreign country, including local regulations, restrictions and entry requirements, information on current supply and demand for established products and on foreign exchange and payment prospects. Market reports by Trade Commissioners in the field are published in the Department's fortnightly magazine *Foreign Trade*, and the Department also issues, from time to time, special market information booklets on specific countries.

MARKET RESEARCH, DOMESTIC

The census publications and the numerous periodical reports published by the Dominion Bureau of Statistics are basic reference material for most market research projects in Canada. These reports cover almost every aspect of Canada's economic, educational and social life. In addition, a great deal of information, not published because of its limited interest, is available upon request. DBS officials will examine any specific request to ascertain whether it can be met from published or unpublished material. Where provision of such data entails additional tabulations or special surveys and compilations beyond a minimal level, DBS may undertake such projects for firms on a cost basis.

Since the DBS reports on imports must necessarily group many products into class totals, manufacturers often find no import figures available on the particular product lines they are considering. The Industrial Promotion Branch will undertake studies of imports of merchandise, studies which

break down certain trade categories in greater detail. These import studies are of three basic types: (1) studies which cover three-month or longer time periods and consist of alphabetical listings of types of products showing declared values of imports; (2) studies which cover one month and are broken down according to the needs of the particular enquirer; (3) notes which extract a selection of items from a larger class. The Branch will also undertake analysis of imports of various products and their share of the domestic market. In addition, studies of specific industries are undertaken to complement import analysis data.

MARKET RESEARCH, FOREIGN

When appropriate, the Department will initiate enquiries through the Trade Commissioners in foreign countries to determine the sales potential of a company's product. This service includes reports on the local demand and any relevant preferences for particular goods or services, the size of the demand, all aspects of the competition to be met either from local production or imports, tariff duties and tariff preferences, import and exchange controls, other government regulations, terms of payment, sales and distribution channels, packaging requirements, and any unusual features of local trading that would affect the Canadian exporter's prospects.

MEASUREMENT EQUIPMENT

Canadian law requires that all commercial measuring equipment must be type-approved before sale and use, and periodically inspected during use. In the electrical field this applies to meters, transformers and telemetering equipment; in the gas field, meters, orifice runs, dead-weight testers and calorimeters; and in the general measurement field, weights, scales of all types and capacities, meters, tank trucks and electronic load cells.

In all cases, technical and engineering advice is available from the Standards Branch on construction, installation, and in-use operation. In addition, facilities are available for calibration and certification of weights and most types of measuring equipment.

PATENTS AND TRADE MARKS ABROAD

Exporters are sometimes concerned about patent infringements on products which they wish to export. The Department can assist the exporter in this connection by ascertaining, through the Trade Commissioner, the steps to be taken to protect patents and trade marks in the foreign country.

PRECIOUS METALS MARKING

Canadian law requires that all articles marked with a quality indication must be properly identified as to manufacturer. Such articles are mainly those in the watch, flatware, spectacle ware and general jewellery fields that are manufactured from gold, silver, platinum and palladium. Assistance is available from the Standards Branch on proper markings and assays.

PUBLICATIONS

The Department publishes a variety of publications of interest to Canadian businessmen, most of which are available free on request.

The Annual Report of the Department

Canada Exhibits Abroad describes the Department's program for Canadian participation in foreign trade fairs.

Canada Courier, the Department's international trade promotion newspaper, contains news and feature articles on Canadian exporters and their products. This illustrated periodical is distributed free to potential customers abroad by 64 Canadian trade offices in 47 countries. It has a circulation of 80,000 and carries no paid advertising.

Chemical Import Trends — a five year study — 76 pages.

Courses for Businessmen, a guide to evening courses, seminars and correspondence courses offered by Canadian educational institutions, 40 pages.

Directory of New York Buyers for Export — 109 pages.

Doing Business in Canada Series:

A — The Canadian Environment.

B — Forms of Business Organization in Canada.

C — Canadian Customs Duties.

D — Taxation in Canada — Income, Business, Property.

- E — Taxation in Canada — Sales, Excise, Commodity.
- F — Labour Legislation in Canada.
- G — Construction & Equipment Standards in Canada.
- H — Professional Standards in Canada.
- I — Patents, Copyrights and Trademarks in Canada.
- J — Tariff Preferences for Canadian Goods Abroad.

Export and Import Permits Act, Regulations and Amendments
Federal Services for Business, spotlighting services available to business from federal government departments and agencies, 88 pages.

Financing Canadian Industries, 32 pages.

Foreign Trade, is one of the Department's principal means of disseminating current export information to Canadian businessmen. Published fortnightly, the magazine contains articles on markets for specific commodities, the general business climate and competition abroad and reports by Canadian businessmen on their experiences in foreign markets. Such subjects as transportation, foreign tariffs and foreign exchange rates are regular features. Available by subscription from the Queen's Printer at a cost of \$5.00 a year in Canada.

How to Run a Business, 200 pages.

Investment Opportunities Abroad, special studies available on a number of subjects.

Licensing Opportunities Abroad, periodic bulletins.

New Methods and Products for Licensing in Canada, periodic bulletins.

Producing in Canada — Opportunities and Incentives.

Selling Abroad — How to Start, 12 pages.

Selling to the Canadian Government, manual, 40 pages.

Shipping Documents and Customs Regulations, a series of bulletins on each of some fifty foreign countries.

Spotlight on Oil Drilling Equipment, 68 pages.

Requests for the above publications may be addressed to the Trade Publicity Branch, of the Department with the exception of those available from the Queen's Printer.

The Canadian Government Travel Bureau each year publishes about fifty travel promotion folders, maps, pamphlets and posters, most of which are distributed outside Canada.

The publications of the Dominion Bureau of Statistics encompass a detailed analysis of the census of Canada and statistical compilations covering most facets of the Canadian scene. These include reports on agriculture, construction, domestic commerce, education, fisheries, forestry, government finance, health and welfare, household facilities and equipment, international trade, international travel, labour force, manufacturing, mining, national accounts, population, prices, public utilities, transportation, and vital statistics. To mention only two annual publications and one monthly, the *Canada Year Book* and the illustrated *Canada* handbook and the *Canadian Statistical Review* offer in handy reference form, integrated portrayals of the many facets of Canadian development through co-ordinated statistical series and analytical commentary. A complete list of DBS publications is available on request from the Bureau.

REGIONAL OFFICES

The four regional offices in St. John's, Halifax, Winnipeg and Vancouver provide direct contact with commercial and industrial firms located in each of the regions served. Through the use of telex facilities, there is rapid communication between the regional offices and the Department's headquarters in Ottawa.

SALES TRIPS ABROAD

Assistance is provided Canadian businessmen in planning foreign sales trips through the provision of market data, travel information, letters of introduction, and hotel reservations. In the foreign country the Trade Commissioner will make appointments with local businessmen and government officials, perform introductions, and help with language barriers. Office addresses and telephone numbers of Trade Commissioners in the countries to be visited can be obtained from the Department before departure and are published regularly in *Foreign Trade*.

SOURCES OF SUPPLY

Through the commodity branches of the Department, Canadian businessmen may obtain information on new or

alternative sources of supply. The Commodity Officers in these branches maintain contact with Canadian producers of all types of commodities and as a result are in a position to direct enquiries to a suitable source.

If the product is not available in Canada, the Commodity Officer will direct the enquiry to the Trade Commissioners abroad, who in turn will report on availability, together with information on prices, methods of purchase, specifications and delivery.

STATISTICS

The Dominion Bureau of Statistics supplies a wide range of data on agriculture, construction, domestic commerce, education, fisheries, forestry, government finance, health and welfare, household facilities and equipment, international trade, international travel, labour force, manufacturing, mining, national accounts, population, prices, public utilities, transportation and vital statistics.

Every ten years DBS conducts a comprehensive national Census of Population, Housing, Agriculture and Merchandising which provides a wealth of detailed data on such subjects as the composition of the population, housing conditions and equipment, farm production and implements, and commodity sales and profit margins. Considerable statistical information, which because of its limited interest is not published, is available to Canadian businessmen on request. Where provision of requested statistics involves more than a minimal level of additional tabulations or special surveys and compilations, DBS may undertake this service on a cost basis.

In addition to the special studies undertaken by DBS, the Small Business Branch and the Industrial Development Branch can arrange for statistical studies in their respective fields. Foreign country statistics are available from the comprehensive library of the Dominion Bureau of Statistics and from the International Trade Relations Branch.

TARIFFS OF FOREIGN COUNTRIES

To assist Canadian firms in their export trade, complete and up-to-date information on the customs regulations and

tariffs of all countries is compiled by the Department. Detailed information regarding the rates of duty and other customs charges on a company's products in a specific market and advice regarding the proper classification in order to receive the most favourable rate of duty can be obtained from the International Trade Relations Branch or the Trade Commissioner in the country concerned.

TOURS OF CANADA BY DEPARTMENTAL OFFICERS

During the course of a year, approximately 25 per cent of the Trade Commissioners return from their posts to tour Canada and discuss export trade matters with Canadian businessmen. At the regional offices of the Department, at Chambers of Commerce and Boards of Trade as well as through other organizations in centres across Canada, the Trade Commissioners are available to any interested businessman for personal consultation on matters affecting trade in their territories. The itineraries of Canadian tours by Trade Commissioners are published in the fortnightly magazine *Foreign Trade*.

The Department's Commodity Officers maintain close contact with Canadian industry in order to keep the Trade Commissioners constantly aware of developments in the production, supply, specifications and prices of Canada's commodities. To this end, they frequently visit Canadian firms in their respective fields. Businessmen may arrange for a visit by a Commodity Officer to discuss trade matters, by contacting the appropriate Commodity Division.

As occasion demands, officers of the Industrial Promotion Branch, the Standards Branch and other branches also make business visits to different parts of the country, and are available to businessmen for consultation on matters in their respective fields.

TRADE FAIRS ABROAD

As an effective means of promoting the sale of Canadian products in other countries, the Department organizes Canadian participation in selected trade fairs abroad. The Department arranges for space, designs and constructs the

exhibit, handles all arrangements with shipping, customs and trade fair authorities, provides advertising support and trade promotion material, invites foreign buyers, and provides administrative staff for the Canadian stand. This service provides one of the most effective and inexpensive ways for a Canadian firm to promote the sale of its products in foreign markets.

TRADE MISSIONS

Trade Missions are effective in opening and developing markets. Most of the Department's trade missions are small teams of Canadian businessmen selected to represent a single industry or product group. Other Canadian exporters benefit from the mission reports and from the new appreciation of Canadian capabilities and products engendered at home and abroad. Trade associations and similar groups planning business tours or missions abroad are encouraged to consult the Department and its Trade Commissioners at least four months before their expected departure date.

The Department brings to Canada small groups of buyers and officials representing the purchasing power of an overseas market for certain Canadian exports such as crops, livestock or capital equipment. In co-operation with the industry concerned, each such mission is tailored to the specific circumstances and marketing problems.

TRANSPORTATION

Freight costs may prove a determining factor in export trade. The Transportation Division of the Trade Services Branch, concerned with the user interest in the transportation of goods, assists Canadian firms with transportation problems. Firms encountering unduly high freight rates, seeking advice on the best routes to particular destinations, and requiring assistance in arranging transportation to export markets may call upon the Division for guidance. The Division compiles and analyzes charter shipping rates for bulk commodities such as grain, lumber, iron and petroleum, and publishes a quarterly analysis entitled "Freight Market Observations" in the Department's magazine, *Foreign Trade*.

TRAVEL INFORMATION

The Canadian Government Travel Bureau answers enquiries from prospective visitors to Canada and each year distributes several million pieces of travel promotion literature. The Bureau is glad to co-operate with organizers of international conventions in Canada by sending travel kits to convention mailing lists. In addition, literature is sent outside Canada to travel prospects whose names are submitted to the Bureau. The Bureau also assists Canadian businessmen and travellers abroad by supplying them with travel literature for distribution to anyone interested in coming to Canada.

TROUBLE-SHOOTING

At times, Canadian firms engaged in export trade encounter unexpected problems. Through the Trade Commissioner located in the country concerned, assistance can be provided toward straightening out trade tangles which may arise from a variety of reasons, such as improper documentation, discrimination in the application of trade, exchange and tariff regulations, and disputes regarding the quality, delivery and price of products.

Firms encountering problems in the domestic market can be assisted by those Branches primarily concerned with domestic commerce.

VISITING FOREIGN BUYERS

Trade Commissioners maintain close contact with the businessmen in their area and are constantly encouraging them to visit Canada during their business trips abroad. The prospective buyer is directed in the first instance to the Department in Ottawa, where specialized officers discuss with him the availability of his particular needs in Canada and the advantages of buying Canadian. These officers then arrange for the buyer to visit Canadian producers of the commodities in which he is interested, where he can see for himself not only the product he is seeking but also the workmanship and quality which goes into the product. Buyer and supplier are then brought together where they can discuss terms and conditions of sale.

WATCHING BRIEFS

In addition to providing market information and undertaking market surveys on request to assist Canadian firms in determining the sales prospects for their products, the Department, through the Trade Commissioner in the country concerned, will undertake to keep a firm posted on the developments which affect the continued sales of its products. Information such as changes in import, exchange and tariff regulations affecting the entry of the company's products, new competitive factors such as the establishment of new factories producing similar products or the introduction of similar products from other countries, the effectiveness of the firm's representative in the foreign country, infringement of trade marks, calls for tenders, and other information of a similar nature will be provided to the Canadian firm.

HEAD OFFICE DIRECTORY

(As of April 1963)

Unless otherwise noted, all offices of the Department are in the Trade and Commerce Building, Wellington and Lyon Streets, Ottawa. If you are telephoning from out of town, call the government switchboard, 232-8211, and ask for the local. A complete Head Office Directory is available on request from the Trade Publicity Branch.

Minister:	2-0336, 2-0337
Executive Assistant:	2-7052
Private Secretary:	2-0337
Deputy Minister: James A. Roberts.	2-2888, 2-5838
Executive Assistant: D. H. Cheney.	2-2380, 2-0819
Executive Assistant: C. T. Charland.	2-2380, 2-0819
Assistant Deputy Minister (External Trade Promotion): H. Leslie Brown.	2-2530, 2-0798
Assistant Deputy Minister (Trade Policy): J. H. Warren.	2-4042, 2-2649
Assistant Deputy Minister (Commodities and Industries): Denis Harvey.	2-5417, 2-7056
Assistant Deputy Minister (Domestic Com- merce): B. G. Barrow.	6-8431, 6-8502

ADMINISTRATION BRANCH

Comptroller-Secretary: L. J. Rodger.	2-2262
Director, Personnel Division: P. M. Legris	2-5430
Chief, Office Services Division: C. Drolet	2-5666

AGRICULTURE AND FISHERIES BRANCH

Director: Dr. S. C. Hudson.	2-4301
Assistant Director: G. E. Woollam.	2-7634
Chief, Fisheries Division: T. R. Kinsella.	2-7385
Chief, Livestock and Animal Products Division: K. L. Melvin.	2-3172
Chief, Plant Products Division: A. J. Stanton.	2-7523
Chief, Grain Division: R. M. Esdale.	2-5830, 2-5648

CANADIAN GOVERNMENT EXHIBITION COMMISSION (2487 Kaladar Avenue, Ottawa)

Director: Glen Bannerman.....	2-7412, 2-3558
Assistant Director: Patrick Reid.....	2-7747
Chief, Administration Division:	
A. D. Simmons.....	2-6795
Chief, Design Division: T. C. Wood....	2-3671
Chief, Production Division: J. Rachlis...	2-3524

CANADIAN GOVERNMENT TRAVEL BUREAU (150 Kent St., Ottawa)

Director: Alan Field.....	2-3166
Assistant Director: Dan Wallace.....	2-5256
Chief, Operations and Travel Information Division: M. E. Campeau.....	2-7355
Chief, Publicity Division: J. A. Carman..	2-6373

COMMODITIES BRANCH

Director: A. M. Tedford.....	2-6905
Assistant to the Director: A. M. Mackenzie	2-0241
Chief, Appliances and Commercial Machinery Division: G. W. Rahm....	2-6950
Chief, Chemicals Division:	
G. E. McCormack.....	2-5993
Chief, Engineering and Equipment Divison: R. C. Wallace.....	2-4082
Chief, Forest Products Division:	
M. N. Murphy.....	2-0273
Acting Chief, Metals and Minerals Division: O. L. L'Esperance.....	2-8422
Chief, Textiles and Consumer Goods Division: A. C. Fairweather.....	2-6197

ECONOMICS BRANCH

Director: V. J. Macklin.....	2-5658
Assistant Director: D. J. Daly.....	6-8900

NATIONAL DESIGN BRANCH

Director: C. J. Lochnan.....	2-0341
Assistant Director: E. P. Weiss.....	2-0342

INDUSTRIAL PROMOTION BRANCH

Director: G. F. G. Hughes.....	2-4143
Chemical Industries Division:	
J. M. Belanger.....	2-6685
Acting Chief, Depreciation Certification	
Division: S. B. Kayes.....	2-3111
Chief, Electrical Industries Division:....	9-5909
Acting Chief, Food Industries Division:	
E. T. Banting.....	2-4181
Chief, Forest Industries Division:	
H. C. Jellicoe.....	2-8082
Chief, Industrial Services Division:	
G. P. Bourne.....	2-5909
Chief, Metal Industries Division:	
B. F. Armishaw.....	2-6904
Chief, Regulations and Publications	
Division: J. H. O'Connell.....	2-3713
Chief, Special Studies Division:	
W. J. H. Purcell.....	2-5672
Chief, Textile Industries Division:	
P. L. Boisclair.....	2-2771

INTERNATIONAL TRADE RELATIONS BRANCH

Director: R. E. Latimer.....	2-2250
Assistant Director: V. L. Chapin.....	2-2981
General Relations Division:.....	2-2250
Chief, Asia and Middle East Division:	
F. P. Weiser.....	2-5642
Acting Chief, Commonwealth Division:	
A. W. Evans.....	2-2421
Chief, European Division: W. G. Pybus..	2-8727
Chief, Latin American Division: B. Shapiro	2-7641
Chief, United States Division: J. R. Downs	2-5178

SMALL BUSINESS BRANCH

Director: J. J. McKennirey.....	2-4737
Assistant Director: R. J. Chartrand.....	2-0517
Chief, Areas Division: F. C. Quartermaine	2-7774
Chief, Information Division: R. C. Fraser..	2-7573

Chief, Management Training Division:	
D. S. Conger.....	2-8802
Chief, Operations Division:	
G. R. McGougan.....	2-7573

STANDARDS BRANCH (Standards Building, Holland Avenue, Tunney's Pasture, Ottawa)

Director: R. W. MacLean.....	2-2132
Assistant Director and Chief, Electricity and Gas Division: E. F. Power.....	2-2956
Chief, Weights and Measures Division: C. S. Phillips.....	2-2000
Chief, Laboratory Division: W. J. S. Fraser.....	2-2575
Commodities and Precious Metals Marking: G. R. Lewis.....	6-7075

TRADE COMMISSIONER SERVICE

Director: T. R. G. Fletcher.....	2-8286
Executive Director: H. M. Maddick.....	2-6835
Assistant Director (Personnel): A. B. Brodie.....	2-6800
Assistant Director (Administration): M. B. Blackwood.....	2-5669

TRADE FAIRS AND MISSIONS BRANCH

Director: D. G. W. Douglas.....	2-8269
Acting Chief, Trade Fairs Abroad Division: F. J. Bradley.....	2-8855
Chief, Trade Missions Division: G. A. Cooper.....	2-8069

TRADE PUBLICITY BRANCH

Director: Royd E. Beamish.....	2-2479, 2-6394
Chief, Editorial and Art Services Division: F. R. Hamilton.....	2-6435
Editor, <i>Foreign Trade and Commerce</i> <i>extérieur</i> : Miss O. Mary Hill.....	2-6588
Chief, Media Relations Division: K. A. Prittie.....	2-2186

TRADE SERVICES BRANCH

Director: E. C. Thorne	2-7163
Assistant Director: G. M. Schuthe	2-6236
Allied Services Division: R. C. Montreuil	2-8888
Chief, Trade Controls Division:	
S. G. Barkley	2-5670
Chief, Transportation Division:	
H. A. Hadskis	2-2737

TRANSLATION BRANCH

Chief: Emile Boucher	2-2760
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DOMINION BUREAU OF STATISTICS (Holland Avenue, Tunney's Pasture, Ottawa)

Dominion Statistician: Walter E. Duffett ..	2-2529
Assistant Dominion Statistician:	
J. T. Marshall	6-7695
Assistant Dominion Statistician:	
S. A. Goldberg	2-5458
Assistant to the Dominion Statistician:	
L. E. Rowebottom	2-5426
Consultant on Classification:	
N. L. McKellar	2-3437
Chief Administrative Officer: H. L. Allen	6-7368
Electronic Computer Research Officer:	
R. Ziola	2-4140
Director, Agricultural Division:	
C. V. Parker	4-4774
Director, Business Finance Division:	
M. J. Mahoney	2-4052
Director, <i>Canada Year Book</i> and <i>Hand-</i>	
<i>book</i> Division: Dr. C. C. Lingard	2-0418
Assistant Director, Census Division:	
J. L. Forsyth	2-2088
Director, Education Division:	
F. E. Whitworth	2-5933
Director, External Trade Division:	
L. A. Shackleton	2-2663

Director, Information and Public Relations Division: L. A. Wilson	2-2489
Director, Labour Statistics Division: H. F. Greenway	2-7424
Director, Tabulating Services Division: A. B. McMorran	2-8232
Director, National Accounts and Balance of Payments Division: C. D. Blyth	2-8340

EXPORT CREDITS INSURANCE CORPORATION

(Halifax Building, 309 Cooper St., Ottawa)

President and General Manager: H. T. Aitken	232-4828
Assistant General Manager: A. W. Thomas	232-4828

REGIONAL OFFICES

ST. JOHN'S, Nfld., Sir Humphrey Gilbert Building, Duckworth Street (P.O. Box 5458)	Phone	2698
Regional Officer: Mrs. B. Robertson	Telex	016282
HALIFAX, N.S., 5525 Artillery Place . .	Phone	422-8491
Regional Manager (Acting): W. A. Stewart	Telex	017429
WINNIPEG 1, Man., Room 521, 269 Main Street	Phone	WH3-7496
Regional Manager: W. Mackenzie Hall	Telex	035287
VANCOUVER 2, B.C., Room 405, Federal Building, 325 Granville Street	Phone	MU 1-7161
Regional Manager (Acting): K. F. Noble	Telex	045391

TRADE COMMISSIONER POSTS

(As of April 1963)

The Department's Trade Commissioner Service maintains offices in the following countries. Complete details of mail and cable addresses, the names of the officers at the posts, and the territories covered by each office are published once a month in the Department's fortnightly magazine *Foreign Trade*.

ARGENTINA

Buenos Aires

AUSTRALIA

Canberra

South Melbourne

Sydney

AUSTRIA

Vienna

BELGIUM

Brussels

BRAZIL

Rio de Janeiro

Sao Paulo

BRITAIN

Belfast

Glasgow

Liverpool

London

CEYLON

Colombo

CHILE

Santiago

COLOMBIA

Bogota

CUBA

Havana

ISRAEL

Tel Aviv

ITALY

Rome

JAMAICA

Kingston

JAPAN

Tokyo

DENMARK

Copenhagen

DOMINICAN REPUBLIC

Santo Domingo

FRANCE

Paris

GERMANY

Bonn

Duesseldorf

Hamburg

GHANA

Accra

GREECE

Athens

GUATEMALA

Guatemala City

HONG KONG

Hong Kong

INDIA

Bombay

New Delhi

IRAN

Tehran

IRELAND

Dublin

SOUTH AFRICA

Cape Town

Johannesburg

SPAIN

Madrid

SWEDEN

Stockholm

SWITZERLAND

Berne

LEBANON

Beirut

MEXICO

Mexico City

NETHERLANDS

The Hague

NEW ZEALAND

Wellington

NIGERIA

Lagos

NORWAY

Oslo

PAKISTAN

Karachi

PERU

Lima

PHILIPPINES

Manila

PORTUGAL

Lisbon

RHODESIA AND
NYASALAND

Salisbury

SINGAPORE

Singapore

TRINIDAD - TOBAGO

Port-of-Spain

UNION OF SOVIET
SOCIALIST REPUBLICS

Moscow

UNITED ARAB REPUBLIC
(EGYPT)

Cairo

UNITED STATES

Boston

Chicago

Detroit

Los Angeles

New Orleans

New York

Philadelphia

Washington

URUGUAY

Montevideo

VENEZUELA

Caracas

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